

Provisional Product List for NACIS 511140: Directory and Mailing List Publishers*

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|-----------------------------|--------------------------|---------------------------|---|---|--------------------------|---|---|-------------------------------|----|----|---|--------|----------------------------|----------------|
| Industry Subject Area | Working Group Code | Tri- lateral Detail | English Title | English Definition | Product Exists in: | | | National Product Detail | | | NAICS Industries Producing the Product | | | CPC Codes |
| | | | | | C | M | U | C | M | U | Canada | Mexico | U.S. | |
| 51114 | 1.0 | X | Mailing Lists | Lists of names, addresses, and other contact information created to market or promote to a specific group such as those sharing a common interest, purchase history, membership affiliation or contribution history. These lists are usually rented or sold for one time or limited use and are frequently produced on labels. | X | X | X | | | | 511140 511110 511120 | 511140 | 511140 511120 | 85950 |
| 51114 | 2.0 | | Directories | Publications of collections of systematically organized contact information. Descriptive information on persons, organizations, publications, or other entities is often included. Some examples are telephone directories, business and trade directories, and municipal and city directories. | X | X | X | | | | 511140 511130 511110 | 511140 | 511140 511130 511110 | ??? |
| 51114 | 2.1 | X | Directories - Print | Printed publications (such as book format, printout, fax or 3x5 cards) of collections of systematically organized contact information. Descriptive information on persons, organizations, publications or other entities is often included. | X | X | X | | | | 511140 511130 511110 | 511140 | 511140 511130 511110 | 32230 |
| 51114 | 2.2 | X | Directories - Online | Publications made available online of collections of systematically organized contact information. Descriptive information on persons, organizations, publications or other entities is often included. | X | X | X | | | | 511140 | 511140 | 511140 | 84300 |
| 51114 | 2.3 | X | Directories - Electronic and other media | Publications produced on electronic and other media (such as CD-ROM, diskette, or magnetic tape) where the primary content is contact information. It often includes descriptive information on persons, organizations, publications or other entities. This product includes directories published on microfilm and other media not covered above. | X | X | X | | | | 511140 511110 | 511140 | 511140 | 47510 47520 |
| 51114 | 3.0 | | Databases and Other Collections of Information | Collections of data or bodies of information in which the primary content is other than contact information. These are usually compiled and organized for rapid retrieval by computer. Custom designed databases are included. | X | X | X | | | | 511140 511110 | 511140 | 511140 | ??? |
| 51114 | 3.1 | X | Databases and Other Collections of Information - Print | Printed collections of data or bodies of information in which the primary content is other than contact information. Custom designed databases are included. | X | X | X | | | | 511140 511110 511120 | 511140 | 511140 | 32590 |
| 51114 | 3.2 | X | Databases and Other Collections of Information - Online | Collections of data or bodies of information made available online in which the primary content is other than contact information. These are usually compiled and organized for rapid retrieval by computer. Custom designed databases are included. | X | X | X | | | | 511140 541110 | 511140 | 511140 | 84300 |

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| | | | | | C | M | U | C | M | U | Canada | Mexico | U.S. | |
| 51114 | 3.3 | X | Databases and Other Collections of Information - Electronic and Other Media | Collections of data or bodies of information published on an electronic or other media such as CD-ROM, diskette, or magnetic tape where the primary content is other than contact information. These are usually compiled and organized for rapid retrieval by computer. Custom designed databases are included. | X | X | X | | | | 511140 | 511140 | 511140 | 84400 |
| 51114 | 4.0 | | Advertising Space in Publications | Sale of space for the purposes of advertisements in publications such as newspapers, periodicals, books and databases and directories. This includes space in publications that are printed, online, and on electronic media. | X | X | X | | | | 511110 511120 511130 511140 511190 | 511111 511112 511121 511122 511131 511132 511141 511142 | 511110 511120 511130 511140 511190 | 83610 83620 83690 |
| 51114 | 4.1 | | Advertising Space in Directories and Databases | Sale of space for the purposes of advertisements in directories and database publications. This includes space in publications that are printed, online, and on electronic media. | X | X | | | | | 511140 511130 511110 | 511141 511142 | 511140 | 83610 83620 83690 |
| 51114 | 4.1.1 | | Advertising Space in Directories and Databases - Print | Sale of space for the purposes of advertisements in printed directories and database publications. | X | X | | | | | 511140 511130 511110 | 511141 511142 | 511140 | 83610 83620 83690 |
| 51114 | 4.1.1.1 | X | Advertising Space in Directories and Databases - Printed Telephone Directories | Sale of space for the purposes of advertisements in printed telephone directories. Telephone directories contain telephone numbers and other limited contact information for businesses and residents. | X | X | X | | | | 511140 511110 | 511141 511142 | 511140 | 83610 83620 83690 |
| 51114 | 4.1.1.2 | X | Advertising Space in Directories and Databases - Other Printed Directories | Sale of space for the purposes of advertisements in printed directories and database publications other than telephone directories. | X | X | X | | | | 511140 | 511141 511142 | 511140 | 83610 83620 83690 |
| 51114 | 4.1.2 | X | Advertising Space in Directories and Databases - Online | Sale of space for the purposes of advertisements in directories and database publications that are made available online. | X | X | X | | | | 511140 511120 511110 | 511141 511142 | 511140 | 83610 83620 83690 |
| 51114 | 4.1.3 | X | Advertising Space in Directories and Databases - Electronic and Other Media | Sale of space for the purposes of advertisements in directories and database publications that are published on electronic or other media such as CD-ROM, diskette, or magnetic tape. | X | X | X | | | | 511140 | 511141 511142 | 511140 | 83610 83620 83690 |

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| | | | | | C | M | U | C | M | U | Canada | Mexico | U.S. | |
| 51114 | 4.2 | X | Advertising Space in Other Publications | Sale of space for the purposes of advertisements in publications other than databases and directories. | X | X | X | | | | 511140 511110 511120 511130 511190 | 511141 511142 | 511140 511110 511120 511130 511190 | 83610 83620 83690 |
| 51114 | 5.0 | X | Sale or Licensing of Rights | Licensing established under contract where the publisher cedes the right, for a fee, to all or part of a work of intellectual property or copyrighted material for an agreed period of time. The includes the right to reproduce or adapt to another format, medium, language or territory. | X | X | X | | | | 511140 511110 511120 511130 511190 | 511111 511112 511121 511122 511131 511132 511141 511142 | 511140 511110 511120 511130 511190 516110 | 51230 |
| 51114 | 6.0 | | Other Products | | | | | | | | | | | ??? |
| 51114 | 6.1 | X | Book Publishing | A single, non-periodic publication which may be published in print, on-line, electronic or other media. Includes: an atlas; an anthology; a collective work published as a monograph or in volumes; a monograph published as part of a series; and related supplemental materials. | X | X | X | | | | 511140 511130 511120 511110 511190 | 511131 511132 511141 511142 | 511140 511130 511120 511110 | 32230 86910 |
| 51114 | 6.2 | X | Periodical Publishing | Publications issued at fixed intervals, less often than daily and more often than annually, usually on a weekly or monthly basis. Periodicals generally contain articles with more analysis and in-depth coverage than newspaper reports. They may also contain essays, stories and poems and are often illustrated or with photographs. Newsletters are included. Periodicals may be published either in printed, on-line , other electronic or other media versions. The service includes distribution both on a single copy and on a subscription basis. | X | X | X | | | | 511140 511130 511120 511110 511190 | 511121 511122 511141 511142 | 511140 511130 511120 511110 | 32400 |
| 51114 | 6.3 | X | Other Publishing | Publishing of calendars, maps, sales catalogs, etc. | X | ? | | | | | 511140 511130 511120 511110 511190 | 511191 511192 | 511140 511130 511120 511110 511190 | 325 326 |
| 51114 | 6.4 | X | Books for Resale | Sale of books published by others. | X | X | | | | | 511140 511130 511120 511110 511190 414420 414460 418930 419140 453310 451210 454110 454390 | 43 46 | 511140 511130 511120 511110 511190 414420 414460 418930 419140 453310 451210 454110 454390 | 62455 1 62555 1 |

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| Industry Subject Area | Working Group Code | Tri-lateral Detail | English Title | English Definition | Product Exists in: | | | National Product Detail | | | NAICS Industries Producing the Product | | | CPC Codes |
| | | | | | C | M | U | C | M | U | Canada | Mexico | U.S. | |
| 51114 | 6.5 | X | Periodicals for Resale | Sale of periodicals published by others. | X | X | | | | | 511140 511130 511120 511110 511190 414420 414460 418930 419140 453310 451210 454110 454390 | 43 46 | 511140 511130 511120 511110 511190 414420 414460 418930 419140 453310 451210 454110 454390 | 62455 1 62555 1 |
| 51114 | 6.6 | X | Archive Materials | Sale of back issues of newspapers or periodicals, usually on a storage medium such as microfilm or CD-ROM. | X | X | X | | | | 511140 511120 511110 | 511111 511112 511141 511142 | 511140 511120 511110 | 84500 |
| 51114 | 6.7 | | Web Site Hosting Services | The service of providing the infrastructure to host a customer's web siteand related files in a location that provides fast, reliable connection to the Internet. | X | | | X | | | 511140 511130 511120 511110 511190 514191 514210 | 513210 | 511140 518110 518210 | 84200 |
| 51114 | 6.8 | | Data Processing | Processing of client's information. | X | | | X | | | 511140 514210 514191 541510 | 518210 | 518210 | 85960 |
| 51114 | 6.9 | | Telemarketin g | Services to market clients' products or services, using the telephone. | X | | | X | | | 511140 511120 511110 561420 | 5614 | 561422 | 85990 |
| 51114 | 6.10 | | Marketing | Services to market clients' products or services. | X | | | X | | | 511140 511120 511110 5418 | 5416 | 5416 | 83700 |

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